



## ***ANTAD 2006***

March 29-31, 2006  
Guadalajara Convention Center, México

**SPACE IS LIMITED!**

### **Who Should Attend:**

U.S. exporters of food, including catering products, wines and spirits interested in opening market in the supermarket and retail sector. We invite you to join the US Agricultural Trade Office (ATO) to promote exports of U.S. food and agricultural products by participating in the U.S. Department of Agriculture-endorsed USA Pavilion at ANTAD 2006.

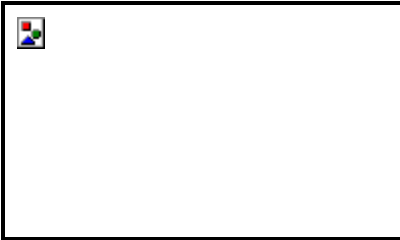
### **Why:**

ANTAD '06 is Mexico's and Latin American's biggest food and supermarket show with more than 900 exhibitors in 35,000 square meters of exhibition space. At ANTAD 2005, some 15,000 buyers and importers for supermarkets and retail outlets visited the show.

### **The Market:**

The retail, hotel and restaurant, and food processing sectors in Mexico all present good opportunities for U.S. agricultural exports. Record sales in 2005 of intermediate products are more than \$100 million. Projections in agricultural exports are up to \$10 billion. All product categories are showing good to modest growth rates in 2005, with strong growth in sales of red meats processed fruits and vegetables and dairy products.





**Best Prospects:**

Listed below are the products that have experienced the fastest growth in recent years and project continued growth in Mexico:

Fish, seafood and products; processed fruits and vegetables; dairy products; snack foods; red meats (prepared/preserved); poultry meat; eggs and products; soybean meal; soybean oil; pet food; and semi-cooked microwave prepared foods.

**For additional information on the U.S. Pavilion contact:**

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